# GOVERNMENT OF INDIA
# TOURISM
# LOK SABHA

STARRED QUESTION NO:64
ANSWERED ON:16.08.2007
FOREIGN TOURISTS
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**Will the Minister of TOURISM be pleased to state:**

(a)the percentage increase in number of foreign tourists during the year 2006-07 till 30th June as compared to the year 2004-05;

(b) the details of foreign exchange earned from tourism during the said period;

(c) whether foreign tourists are charged manifold at various tourist places in the country;

(d) if so, the reasons therefor;

(e) the steps taken by Government to reduce the entry charges being taken from foreign tourists for ticketed monuments; and

(f) the efforts made by the Government to attract more foreign tourists?

## Answer

THE MINISTER OF THE STATE IN THE MINISTRY OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a), (b), (c), (d), (e) and (f) : A Statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION No.+64 ANSWERED ON 16.08.2007 REGARDING FOREIGN TOURISTS

(a): The percentage increase in foreign tourist arrivals during January−June 2007 over January − June 2005 is 30.5%.

(b): The foreign exchange earnings from tourism in India during the period January- June in the years 2005 and 2007 are estimated at 2661 and 3590 US$ million respectively.

(c) and (d): Archaeological Survey of India (ASI) charges entry fee at the centrally protected ticketed monuments as follows:-

i) Rs.250/- or $5 from foreign tourists and Rs.10/- from domestic tourists at Category "A" monuments (World Heritage Sites).

ii) Rs. 100/- or $2 from foreign tourists and Rs.5/- from domestic tourists at Category "B" monuments (Ticketed Sites other than World Heritage Sites).

(e): It has been decided that visitors from South Asian Association for Regional Cooperation (SAARC) and Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC) countries will be charged entry fee at the centrally protected ticketed monuments at par with Indian citizens.

(f): The efforts being made by the Government for attracting more foreign tourists to India include :

# Development of tourist spots under its various schemes of infrastructure development for tourist circuits and destinations;

# Focusing on growth of hotel infrastructure particularly budget hotels;

# Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions;

# Direct approach to the consumers through Electronic and Print media through the "Incredible India" Campaign;

# Creation of World Class Collaterals;

# Direct co-operative marketing with the airlines, tour operators and wholesalers overseas;

# According greater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia;

# Participation in Trade Fairs & Exhibitions;

# Optimizing the PR and Publicity;

# Use of Internet and web marketing;

# Generating Tourist Publications; and

# Re-inforced hospitality programmes including grant of air passages to invite the media personnel and tour operators on familiarization tour to India to get first hand knowledge on various tourism products.